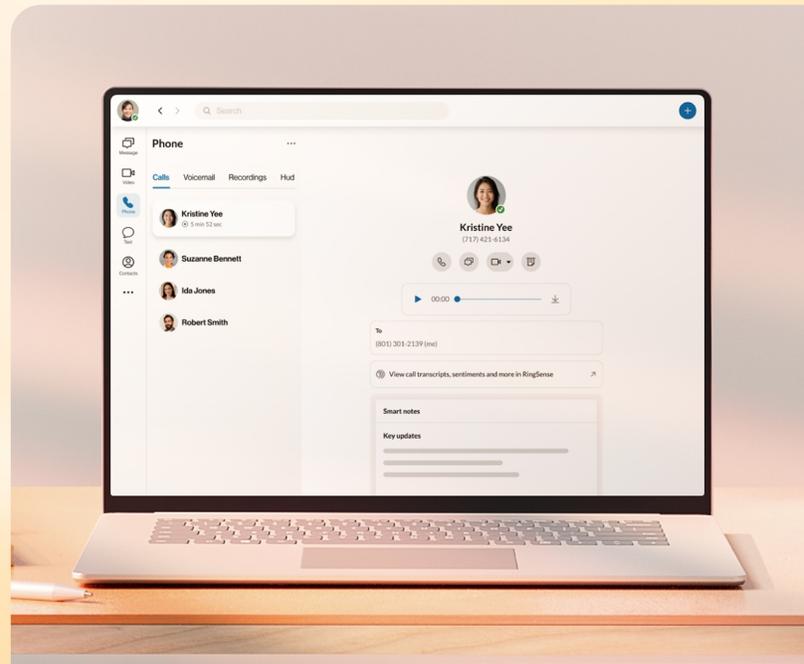**RingCentral**

# A guide to choosing a RingCentral customer support solution

Learn how RingEX, Customer Engagement Bundle, and RingCX help teams simplify communications and deliver consistent customer experiences

**Want to know which solution is right for you? Here's what each offers**

RingCentral provides AI-powered communication tools that scale from small teams to enterprise-level support organizations. From small teams seeking a reliable way to connect with clients to growing organizations ready for advanced omnichannel engagement, the RingCentral platform adapts to your needs.

This guide highlights our three core solutions—RingEX, Customer Engagement Bundle, and RingCX—outlining their capabilities, benefits, and which teams they're built to support.

**RingEX:** RingCentral's intelligent communications platform unifies calls, texts, video meetings, and fax in one app. It gives businesses a dependable foundation for daily collaboration and external communication.

**RingEX Customer Engagement Bundle:** An upgrade for teams already using RingEX, RingEX Customer Engagement Bundle ensures no call or text goes unanswered, provides visibility into customer interactions, and delivers smoother call experiences.

**RingCX:** RingCentral's AI-powered contact center equips support teams with tools to manage agents, track performance, and scale customer satisfaction through a unified omnichannel platform.

## Identify which RingCentral solution aligns with your business needs

Use the table below to compare RingCentral's core solutions and see which is best suited for your communications and customer experience goals.

| | RingEX | Customer Engagement Bundle | RingCX |
|---|---|---|---|
| **Ideal for** | Internal collaboration and basic customer touchpoints | Teams managing inbound calls and texts without dedicated support agents | Dedicated support teams requiring full omnichannel engagement |
| **Team profile** | Any employee; no dedicated support agent role | Employees who handle support or a salesperson who takes inbound calls, among other duties | Dedicated contact center agents whose only role is to handle support |
| **Core strength** | Unified communications (messages, meetings, and calls) | Unified voice and SMS with essential visibility | Omnichannel customer experience powered by AI |
| **Key support features** | Business SMS, call handling, video meetings | Shared SMS inbox, callback in queue, wait time and place in queue announcements, real-time queue analytics | Advanced routing, 20+ digital channels, real-time AI assistance, AI quality assurance, AI workforce management, comprehensive real-time and historical analytics |
| **Best for businesses that** | Need a business phone system with basic support features | Need to manage higher call volumes and improve responsiveness without a full contact center | Require a full-featured contact center to optimize agent performance and customer experience |

## A closer look at RingCentral's core solutions

See how RingEX, RingEX Customer Engagement Bundle, and RingCX's features and benefits stack up to find the right fit for your team.

## Bring unified communications to every employee with RingEX

Businesses need a dependable platform that keeps teams connected and centralizes daily interactions. RingEX streamlines internal collaboration and communications, enabling employees to, in turn, handle customer communications with greater efficiency.



Coaching insights

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STRENGTHS
- Clarity in communication
- Active listening
- Empathy and understanding

OPPORTUNITIES
- Handling customer concerns
- Communication style
- Pricing discussion

### Core capabilities

- **All-in-one app:** Manage calls, video meetings, messaging, SMS, and fax in one application. Includes support for one-on-one client conversations so every inquiry receives a professional response.

- **500+ integrations:** Connect seamlessly with Salesforce, Google, Microsoft Teams, Zendesk, and more.

- **Reliability and security:** Count on enterprise-grade security and 99.999% uptime for consistent communications.

- **AI-powered productivity:** Automate routine tasks with AI that captures call notes, transcribes conversations, and translates messages.

### Key benefits

- **Stay connected from anywhere** with flexible communication tools designed for teams of any size.

- **Reach customers quickly and conveniently** with business SMS.

- **Save time** with AI features like call transcription and meeting summaries.

- **Simplify workflows** by integrating directly with CRMs and other essential business apps.

- **Handle routine calls 24/7:** Automate FAQs and appointment scheduling, block spam, and manage peak periods or after-hours calls reliably, so you can scale without extra staff.

# How Customer Engagement Bundle takes customer support to the next level
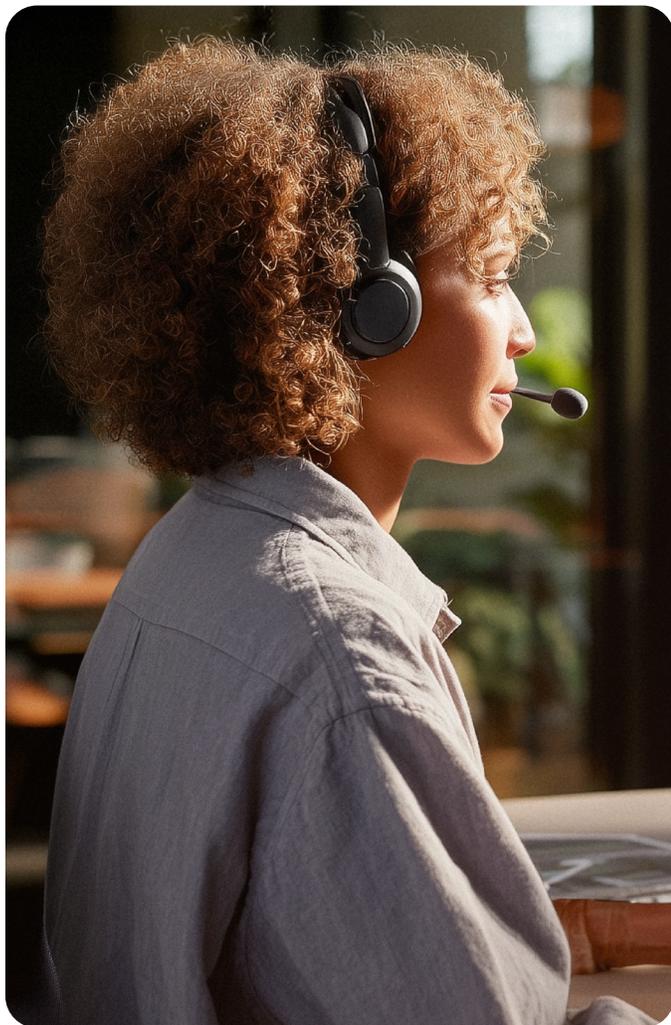
RingEX Customer Engagement Bundle helps RingEX customers enhance how they manage and support customer interactions. It closes the gaps that lead to missed texts and frustrating call queues with a solution that's easy to deploy and use.
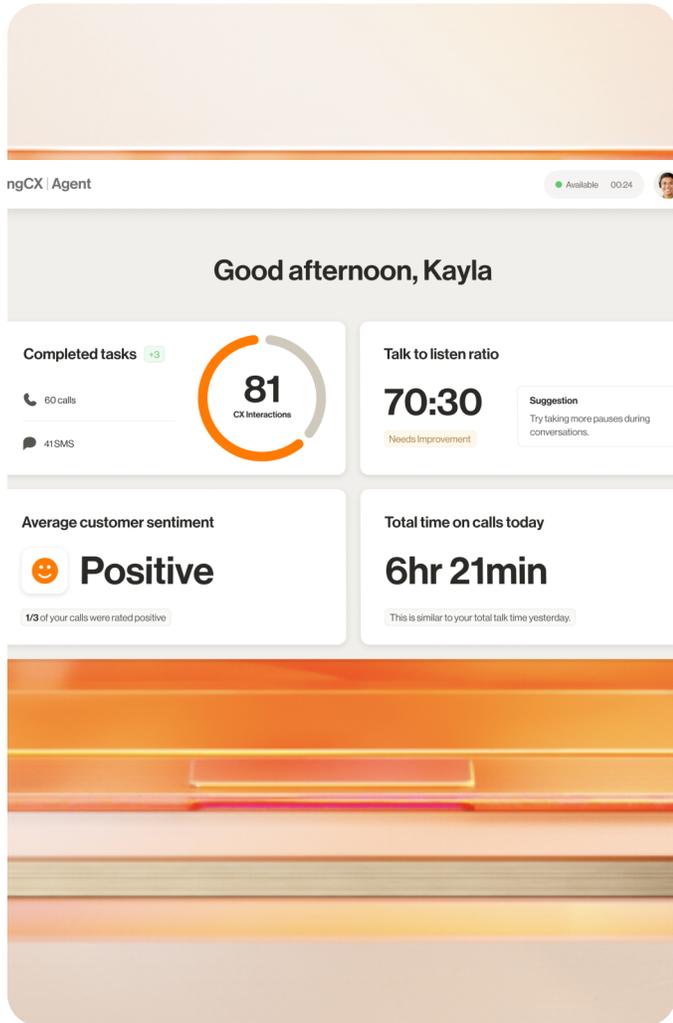


## Core capabilities

- **Quick setup:** Add Customer Engagement Bundle to RingEX with minimal configuration and fast adoption.

- **Shared SMS inbox:** Give your team full visibility into every customer text in one place.

- **Callback in queue:** Let customers request a return call rather than wait on hold.

- **Queue announcements:** Share estimated wait times and queue positions to set clear expectations.

- **Live reporting:** Access real-time insights into calls, queues, and agent activity.

## Key benefits

- **Capture more opportunities** by ensuring every inquiry is answered, no matter the channel.

- **Improve customer satisfaction** by reducing wait times and showing respect for customers' time.

- **Strengthen loyalty** with consistent, reliable interactions that boost confidence in your business.

- **Enable managers to act quickly** with live visibility into queues and team performance.

- **Safeguard revenue** by preventing dropped calls, missed texts, and unresolved inquiries.

# Fuel AI-powered omnichannel customer experiences with RingCX



RingCX is RingCentral's AI-native solution for dedicated support teams handling complex, high-volume customer interactions. Built for scale, it unifies every channel while applying AI to guide agents, coach supervisors, and analyze performance.

## Core capabilities

- **Omnichannel routing:** Engage customers seamlessly across 20+ channels, including voice, email, SMS, chat, and social.

- **AI-driven efficiency:** Automate call summaries and surface real-time answers during live conversations.

- **Workforce management:** Forecast demand, optimize scheduling, and track performance with advanced planning tools.

- **Comprehensive analytics:** Score every interaction, generate predictive CSAT, and provide visibility into trends at scale.

## Key benefits

- **Reduce friction and strengthen engagement** by supporting customers on their preferred channel.

- **Enhance the agent experience** with real-time AI guidance that improves accuracy and speed.

- **Equip supervisors** with timely alerts and context so they can coach proactively and resolve escalations faster.

- **Maintain consistent quality** by automatically scoring every interaction and surfacing coaching opportunities.

- **Improve forecasting, resource allocation, and overall efficiency** with advanced analytics and workforce management insights.

# Which solution is right for your team?

- **Choose RingEX** if your priority is company-wide unified communications—supporting internal collaboration, outbound calls, and everyday business interactions—while customer support remains a secondary function handled by non-dedicated staff.

- **Choose RingEX Customer Engagement Bundle** if you want to professionalize inbound customer support for calls and texts, prevent missed interactions, and improve queue experiences without taking on the complexity of a full contact center. It's ideal for teams that balance customer support with other responsibilities.

- **Choose RingCX** if you manage a dedicated contact center team that needs advanced capabilities such as omnichannel routing, AI-driven coaching, workforce optimization, and omnichannel CRM integrations to deliver exceptional customer experiences at scale.
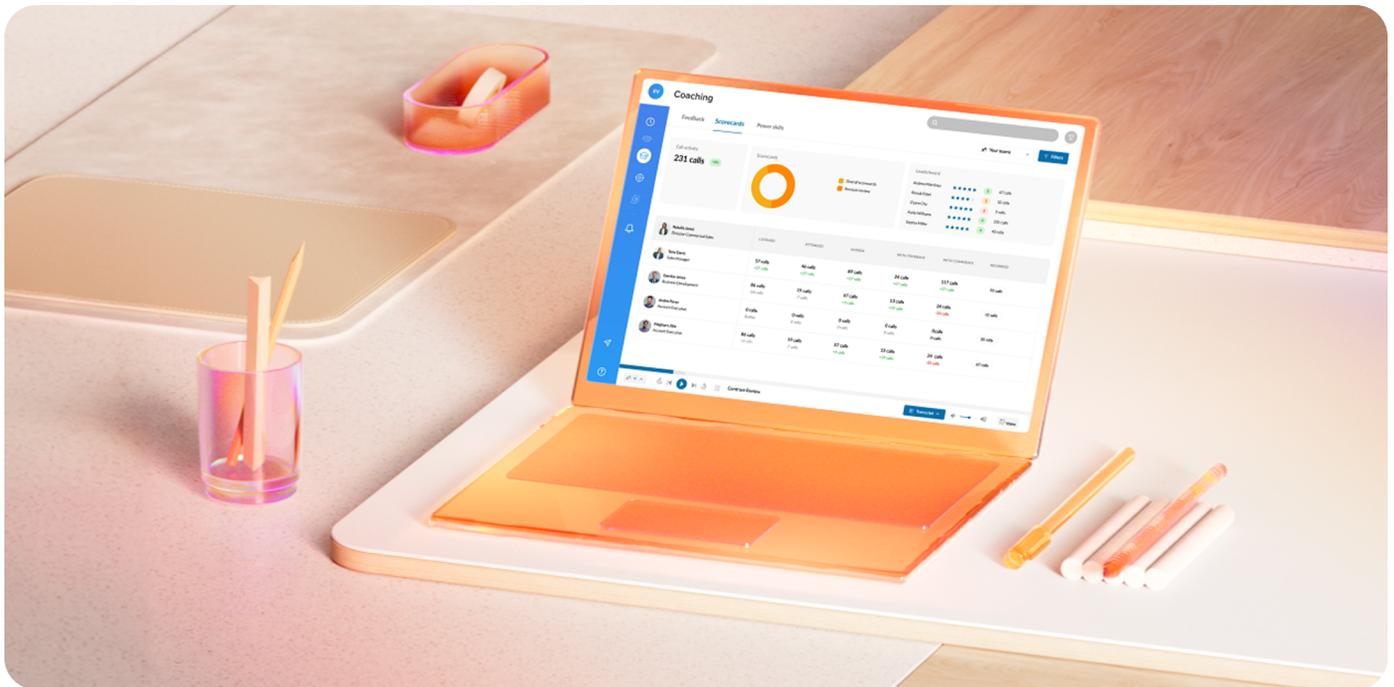


For more information, please contact RingCentral Partner Support at partners@ringcentral.com or 800-595-8110.

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide.

**RingCentral**

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